

Great Organ Plays at 10 and 4.25  
Clock Chimes of Copenhagen City Hall at Noon

WANAMAKER'S

Store Opens at 10

WANAMAKER'S

Store Closes at 4:30

WANAMAKER'S

WEATHER Fair.

# An Unusual Sale of \$25,000 Worth of Unique and Exquisite Furniture at Half Price

## A Commonplace Store Is All Right for Those Who Like It

This Store will never be satisfied with an "Oh, it is good enough, and it suits us who manage it."

Times have changed, and we must change with them or be left behind.

To be useful we must be of the first to take on every good thing, that the people may see all the fashions and fabrics that the best makers are bringing out. It is the only kind of useful storekeeping we care for to be able to show not only conservative fashions, but the latest fashions, that our people may see and be informed of what is going on in the world.

Some people appear to advertise recklessly, being either misinformed or careless about statements, giving untrue impressions.

We have had our foreign offices open in London and Paris ever since they were established, nearly forty years ago, when there were no other strictly retail stores, either in New York or Philadelphia, having foreign offices there, so far as we know.

Yours for the Liberty Loan.

[Signed] *John Wanamaker*

October 1, 1918.



## All the Fox Family Is Fashionable This Year

One may wear any of the lovely foxes, from the rich, golden red to the black fox—and be in fashion.

And fox furs are quite as becoming and suitable to matrons as to their fluffy-haired daughters—the only point being that the mothers would probably choose one of the darker colors.

Of brown, taupe and gray foxes there are many lovely sets—the scarfs of one whole animal, the muff of another. These sets are \$125 to \$225.

But there are separate scarfs, too, for those who wish them—and there are many occasions when a fox scarf may be worn—and these are in taupe, brown, black, pointed or red fox, and the prices run all the way from \$10 to \$200, with excellent choosing among the more moderately priced ones, up to \$100.

(Second Floor, Chestnut)

## A Dainty Velvet Handbag Copied From the French

Made of a fine quality of chifon velvet in black, brown and taupe. In pouch shape, with tassels.

The frames are of celluloid, chiefly in tortoise shell finish, but some plain white.

Price \$6.

(Main Floor, Chestnut)

## There Is a New Note In Paris Millinery

And Here Are New Hats Which Reveal It

It is a "chaggy" note if one would define it, for the new hats are of soft wools or trimmed with wool braids or covered with fine wools in clever designs. It is a note which many of the modistes have struck—for in a late French shipment which brings hats from

*Hermance  
Evelyn Varon  
Caroline Reboux  
Manjine Maurice  
Saget*

there is this marked tendency. A gray hat of soft velvet, with many corners, has a deep binding of furry wool braid. Another lovely gray hat has wool in loops that are almost featherlike. And there are any number of hats of furry beavers, with long naps, hats

(Second Floor, Chestnut)



of Angora, of camel's hair and of the fashionable duvetyne.

There are also new hats from

*Marcelle Demay  
11 Rue Royale, Paris*

exclusive models which have just landed.

You are invited to see them all.

## Embroidered Fabrics Make the Finer Gowns

Tunics with either self-color embroidery or black on navy blue are shown on so many of the foremost model gowns.

Women who have their own modistes or who make their own gowns will be interested in this showing of embroidered chiffons, serges and crepes.

Prices are \$1, \$1.50, \$5 and \$6 a yard.

(First Floor, Chestnut)

## Nainsook Reduced

100 pieces, 10 yards each, 36 inches wide, \$2.85.

100 pieces, 10 yards each, 45 inches wide, \$3.50.

(First Floor, Chestnut)

## The Oriental Rug Sale Presents a Glorious Sight and a Golden Opportunity

### This Domestic Rug Sale Means More Than Ever

To say that savings are a fourth to a third less sounds like other rug sales, when savings have been in the same proportions.

As a matter of fact, though, any kind of saving on rugs today means more than it ever did. Good rugs are hard enough to get at regular prices.

This sale includes Wilton, Velvet, Axminster, Body Brussels, wool fiber, tapestry, rug and bath rugs. Something for every room in the house and every style of furnishing.

Please consider these low prices on some of the room size rugs most in demand.

#### High-Grade Wilton Rugs

9x12 ft., \$65, \$75 and \$87.50.  
8.3x10.6 ft., \$82.50 and \$85.  
6x9 ft., \$42.50 and \$55.  
9x15 ft., \$85.

#### Standard Wilton Rugs

9x12 ft., \$64.50 and \$69.50.  
8.3x10.6 ft., \$63 and \$66.50.

(Seventh Floor, Chestnut)

#### Axminster Rugs

9x12 ft., \$28.50 and \$39.50.  
8.3x10.6 ft., \$26.50 and \$35.  
6x9 ft., \$21.50.

#### Body Brussels Rugs

10.6x13.6 ft., \$70.  
11.3x15 ft., \$85.

#### Tapestry Brussels Rugs

9x12 ft., \$31.50.  
8.3x10.6 ft., \$25.  
7x9 ft., \$17.50.

## Women Still Can Buy Any Kind of Shoes They Want and All They Want

The time is not yet when everybody must wear practically the same kind of footwear.

Our showing of Fall and Winter shoes for women is more complete than ever. Besides plain tan and black calfskin shoes there are many styles, with vamps in various shades of tan and colored tops of buckskin, castor or cloth.

Also patent leather with black or gray cloth or dull kidskin tops, and gray castor or gray leather lace shoes.

Besides a large variety of pumps and oxfords, with spats to wear with them.

In addition to the fashion shoes we have a good selection of women war workers' shoes, sensibly shaped and with Cuban or military heels.

Prices, \$5.50 to \$12.

(First Floor, Market)

## Now Come the Battles On the Football Field

With the Wanamaker Sporting Goods Store equipped to outfit teams or individuals.

Rugby footballs, \$1.50 to \$8.  
Soccer footballs, \$2 to \$10.  
Helmets and head harness, \$2.50 to \$8.  
Shoulder and collar-bone protectors, \$3 to \$6.50.

Elbow and knee pads, \$1 to \$1.50 a pair.

Football pants, \$1.50 to \$6.

Shin guards, \$1.25 to \$1.50 a pair.

(Gallery, Juniper)

SCARCELY anybody acquainted with conditions in the Oriental rug market would think it possible for any store today to present such a magnificent collection of pieces as are offered in this remarkable sale.

There are rugs here from practically all the principal weaving districts of the East, from Peking to the shores of the Red Sea; which means that all the most desirable weaves will be found in the assortment. The fact seems undeniable that it would be going on a fool's errand for anybody to try to find another such show of Oriental rugs in this locality. Those who have a right to know say that there is nothing to compare with it in this country.

The exhibition has come into existence not by wishing it, but by working for it.

We have been getting ready for it for a long while.

It is a glorious sight to look at, here on the Seventh Floor, central section—Persian, Caucasian and Chinese weaves of every imaginable size clothe the whole spacious area in color and beauty.

It is a golden opportunity for anybody who is likely to need an Oriental rug, even in the distant future.

Many of these pieces are at before-the-war prices.

All are at less than they can possibly be until the war is over, or for long afterward.

Chinese Carpet-size Rugs—Of these there is a wonderful choice at \$145 to \$875, in sizes 9x6 to 15.6x10.4 ft.

Small Chinese Rugs—2x3 feet to 4x7 feet, \$18.50 to \$125.

#### Persian Herez and Serapi Carpets

\$185 to \$975 for sizes 6.10x6.6 feet to 24.7x15.7 feet.

Persian Kermanshah Carpets from \$295 to \$985 for size 11.4x7.11 feet to 15.10x9.9 feet.

Persian Mahal and Savalon Carpets from \$150 to \$885 for size 11.4 x7.11 feet to 15.10x9.9 feet.

Persian Saruk Carpets from \$475 to \$1575 for 12.2x8.4 feet to 21x14 feet.

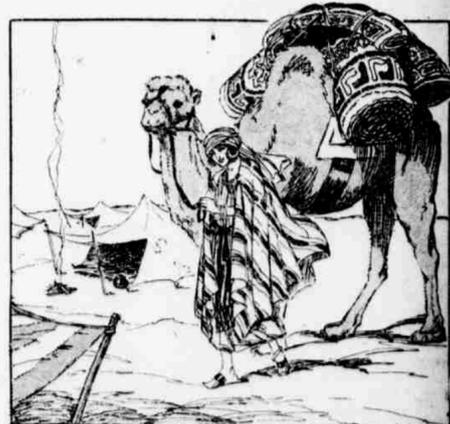
#### Thousands of Small Rugs

comprise Mosals at \$35.50 to \$95 (size 3x5 feet to 4.6x4.6 feet); Shiraz, \$47.50 to \$65 (4x5 feet to 4.6x6.6 feet); Beluchistans, \$17.75 to \$87 (2x4 feet to 2.6x6 feet); Kermanshahs, \$27.50 to \$65 (3x4.6 feet); Daghestans and Shirvans, \$35 to \$50 (4x4.6 feet to 4.6x7 feet).

Hall strips, \$65 to \$225 (3x11 feet to 3x18.7 feet).

Irans and Dozarts, \$65 to \$85 (4.6x6.6 feet).

(Seventh Floor, Central)



## Tomorrow the Little Gray Salons Will Again Present the New Fall Fashions for Women



Not in years have we had more lovely, more wearable fashions than we have to present to you this Winter. Not only the designers, but the fabric makers have outdone themselves.

### Evening Gowns are Exquisite—

and though there are a great many stunning black gowns, there are almost as many in lovely colors. An American Beauty velvet, for instance, the velvet supple and of such fine texture that it is a masterpiece of weaving, is combined with cobwebby silver lace and shimmering silver cloth, ending in a silver-lined train. Black nets and black satins, black crepes and chiffons—almost every black gown with a gleam of jet.

There are many new fashion features you will notice on these evening and dinner gowns. Necks that are low in front are quite frequently high in back.

Small sleeves—and kimono sleeves—are much used.

Flowing sleeves of airy nets and tulle are fashionable.

A new crepe Georgette gown is embroidered in blue silk and many jet beads—and finished with rows of fur. And there you have the most fashionable trimmings of the Winter.

Sometimes two colors and two fabrics are delightfully combined—as in the turquoise brocade and black velvet gown; the bodice of the lovely turquoise in a new straight short effect, with tiny sleeves; the skirt long and trained and of lustrous black velvet.

Paprika, rust, henna, mahogany, over seas blue, bison, nutmeg, Havana, reindeer—these are some of the fashionable colors.

And in the new henna color there is a wonderful three-piece costume of finely textured glove cloth, with long coat and a piquant little turban, all trimmed with flying squirrel.

All the gowns are interesting, but just as new and interesting to see are the fine suits, the new wraps and luxurious coats.

(First Floor, Central)

## Charming and Specially Priced Are These New Serge Dresses for Young Women

\$25, \$27.50 and \$30 are the prices, and you will go a long way before you find their equals at these figures elsewhere.

So many different styles that every type of girl can find one to suit her own particular style. There are long, loose frocks with belts and girdles and dresses with short-waisted effect. The new tunics and overskirts are much in evidence.

On these dresses you will find the new style collars and other little touches that show their recent designing. Embroidery and buttons form the major part of the trimming.

Sizes 14 to 20 years.

(Second Floor, Chestnut)

## A New Lot of Flannellet Nightgowns

They certainly are comfortable for these chilly nights.

In a variety of light stripes and priced from \$1.75 to \$2.50; extra sizes, \$1.85 and \$2.50.

There are also some heavy muslin nightgowns, high neck and long sleeves, trimmed with embroidery, priced at \$3.75.

(Third Floor, Central)

## Fashion Again Decreases the Jabot-Collar

And stunning is the only word that describes these collars! The new ones are in net and Georgette crepe, both white and cream; plain tailored ones, just tucked, and others trimmed with imitation flat lace and a variety of embroidery patterns. Some are combined attractively with satin.

Priced from \$1 to \$8.

(Main Floor, Central)

## Women's Merino Combination Suits Special at \$2.50

These fine suits, in fall and winter weights, are among the best opportunities in the sale of hosiery and underwear. Second grade, but good "seconds."

Regular and extra sizes in two styles—low neck and sleeveless, Dutch neck and three-quarter sleeves, both ankle length. Women's white ribbed cotton combination suits in fall weight are Dutch neck and ankle length, with elbow sleeves or sleeveless. Also "seconds." Price \$1.35.

Women's black, white and colored artificial silk and silk mixed stockings, "seconds," at 75c a pair.

(West Aisle)

## The Furs for the Littlest Folk Have Arrived

The coats are very, very smart and beautifully lined.

In white coney, natural coney and brown coney, wild cat and natural raccoon, priced from \$40 to \$195.

The little hats to match are in the dearest shapes imaginable and are priced from \$9.50 to \$22.50.

Robes for carriages are in white, natural and brown coney with tails and other furs, priced from \$25 to \$45.

(Third Floor, Chestnut)

## Reduced

### Embroidered Net Flouncings Embroidered Georgette Crepe Bands Imitation Venice Lace Bands

The flouncings are heavily embroidered in silk combined with threads of silver and gold. In gray, taupe, navy blue and burgundy, priced at \$3 a yard.

Bands of Georgette crepe embroidered in a variety of designs. In white, taupe, navy blue and burgundy, priced at 75c a yard.

The Venice lace bands are in many charming patterns in white and cream. In many different widths, up to 9 1/2 inches, priced at 35c a yard.

(Main Floor, West Aisle)

## 800 Pair Cluny Sash Curtains at Saving Prices—\$2.50 to \$5.50 a Pair

Ordered a long time ago, we had almost given up hope of receiving these curtains, so we were surprised when they came in the other day.

But here they are, and at the old prices, too!

\$2.50, \$3, \$3.50, \$4 and \$5.50 a pair—attractive curtains that many women will like for their homes.

(Fifth Floor, Market)